



APR 30 2002
UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS
UNITED STATES PATENT AND TRADEMARK OFFICE
WASHINGTON, D.C. 20231
www.uspto.gov

APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
10/024,449	12/17/2001	E. Diane Chang	A-71214/RMA

CONFIRMATION NO. 6208

FORMALITIES LETTER



OC000000007347140

FLEHR HOHBACH TEST,
ALBRITTON & HERBERT LLP
Suite 3400
Four Embarcadero Center
San Francisco, CA 94111-4187

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MAY 09 2002

Technology Center 2100

Date Mailed: 01/23/2002

NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

Filing Date Granted

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing. Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items and pay any fees required below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- The statutory basic filing fee is missing.
Applicant must submit \$ 740 to complete the basic filing fee for a non-small entity. If appropriate, applicant may make a written assertion of entitlement to small entity status and pay the small entity filing fee (37 CFR 1.27).
- Total additional claim fee(s) for this application is \$774.
 ▪ \$774 for 43 total claims over 20.
- The oath or declaration is missing.
A properly signed oath or declaration in compliance with 37 CFR 1.63, identifying the application by the above Application Number and Filing Date, is required.
- To avoid abandonment, a late filing fee or oath or declaration surcharge as set forth in 37 CFR 1.16(l) of \$130 for a non-small entity, must be submitted with the missing items identified in this letter.
- The balance due by applicant is \$ 1644.

*A copy of this notice **MUST** be returned with the reply.*

Melvenabit Kibret

Customer Service Center

Initial Patent Examination Division (703) 308-1202

PART 2 - COPY TO BE RETURNED WITH RESPONSE



PATENT

Attorney Docket No. A-71214/RMA

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

E. DIANE CHANG, et al.

Serial No.: 10/024,449

Filed: December 17, 2001

For: *System and Method for Improving
The Performance of Electronic Media
Advertising Campaigns Through Multi-
Attribute Analysis and Optimization*

) Examiner: Not Assigned

) Group Art Unit: 2153

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CERTIFICATE OF MAILING

I hereby certify that this correspondence, including listed enclosures, is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: Assistant Commissioner for Patents, BOX MISSING PARTS, Washington, DC 20231 on March 29, 2002.

Signed: 

Victoria Christopher

**RESPONSE TO NOTICE TO FILE MISSING PARTS
OF NONPROVISIONAL APPLICATION
FILED UNDER 37 CFR 1.53(b)
*Filing Date Granted***

Assistant Commissioner for Patents
BOX MISSING PARTS
Washington, DC 20231

Sir:

In response to the Notice to File Missing Parts of Nonprovisional Application mailed January 23, 2002, enclosed are the following documents:

- (1) A copy of the Notice to File Missing Parts of Application;

Serial No.: 10/024,449
Filed: December 17, 2001

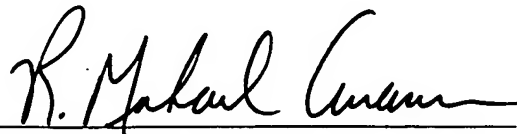
- (2) Declaration for Patent Application;
- (3) Power of Attorney by Assignee;
- (4) Check in the amount of \$822.00 to cover the filing fee and surcharge (\$757/filing fee; \$65/surcharge) for filing the Declaration and paying the filing fee on a date later than the filing date;
- (5) Petition for Extension of Time;
- (6) Check in the amount of \$55.00 to cover the one month extension fee;
- (7) Return Postcard.

Applicant claims small entity status. See 37 CFR 1.27

The Commissioner is hereby authorized to charge any additional fees, including extension fees, or credit any overpayment to Deposit Account No. 03-1600 (Our File A-71214/RMA).

Respectfully submitted,

FLEHR HOHBACH TEST
ALBRITTON & HERBERT LLP



R. Michael Ananian, Reg. No. 35,050

Four Embarcadero Center, Suite 3400
San Francisco, CA 94111-4187
Telephone: (415) 781-1989



MP/#
PATENT

Attorney Docket No. A-71214/RMA

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

E. DIANE CHANG, et al.

Serial No.: 10/024,449

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) Examiner: Not Assigned

) Group Art Unit: 2153

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CERTIFICATE OF MAILING

I hereby certify that this correspondence, including listed enclosures, is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: Assistant Commissioner for Patents, BOX MISSING PARTS, Washington, DC 20231 on April 22, 2002.

Signed: _____

Victoria Christopher
Victoria Christopher

**SUPPLEMENTAL RESPONSE TO NOTICE TO FILE
MISSING PARTS OF NONPROVISIONAL APPLICATION
FILED UNDER 37 CFR 1.53(b)
*Filing Date Granted***

Assistant Commissioner for Patents
BOX MISSING PARTS
Washington, DC 20231

Sir:

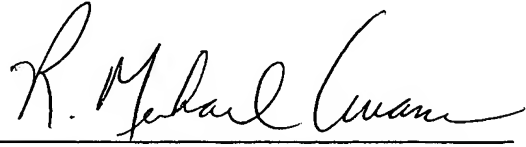
In response to the Notice to File Missing Parts of Nonprovisional Application mailed January 23, 2002, and further to our Response to Notice to File Missing Parts dated, March 29, 2002, Applicants enclose the original Declaration for Patent Application (pages 1 and 3) signed by inventor Jason Lenderman, since a copy of which was inadvertently submitted in Applicants' Response on March 29, 2002. Applicants also enclose copies of all documents submitted in the March 29, 2002 Response, which included a one-month extension of time to file a timely response by April 23, 2002.

Serial No.: 10/024,449
Filed: December 17, 2001

It is believed that no fee is necessary, however if this belief is in error, the Commissioner is hereby authorized to charge any additional fees, including extension fees, or credit any overpayment to Deposit Account No. 03-1600 (Our File A-71214/RMA).

Respectfully submitted,

FLEHR HOHBACH TEST
ALBRITTON & HERBERT LLP

A handwritten signature in cursive script, appearing to read "R. Michael Ananian", written over a horizontal line.

R. Michael Ananian, Reg. No. 35,050

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San Francisco, CA 94111-4187
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1041507